

**B. AMENDMENTS TO THE CLAIMS**

Claims 1-58 are canceled.

59. (Currently Amended). A transmitter comprising:  
means for transmitting data to at least one of a plurality of remote receivers over a particular transmission channel;  
means for controllably disabling at least one control on the one remote receiver so that the particular transmission channel cannot be switched by a user of the one remote receiver until delivery of a predetermined number of advertisements [a predetermined criterion] related to the transmitted data [has been met] to a particular user; and  
means for reactivating any disabled control on the remote receiver in response to the delivery of the predetermined number of advertisements to the particular user [having met the predetermined criterion related to the transmitted data].
60. (Currently Amended). The invention set forth in claim 59 wherein the data originates from at least one of a plurality of different input sources selected from the group consisting of TV, cable, VCR, DVD, satellite broadcast, telephone, [and] a database, and combinations hereof.
61. (Cancelled). The invention set forth in claim 59 further comprising: means for reactivating any disabled control on the one remote receiver.
62. (Original). The invention set forth in claim 59 further comprising: means for detecting a presence of a user in proximity to said transmitter.
63. (Original). The invention set forth in claim 62 further comprising: means for tuning the one remote receiver to the particular channel based on a momentary connection between the receiver and the transmitter.
64. (Original). The invention set forth in claim 62 wherein the means for detecting comprises: means for tuning the one remote receiver to the particular channel based on a control signal exchanged between the receiver and the transmitter.

65. (Currently Amended). The invention set forth in claim 62 wherein the means for detecting further comprises: a sensor and wherein a mode of operation of the sensor is chosen from the group consisting of ultrasound, motion, IR, sound, light, applied manual pressure, heat, [and] air pressure, and combinations thereof.

Claims 66-85 are canceled.

86. (Currently amended). A transmitter comprising:  
means for transmitting data to at least one of a plurality of remote receivers over a particular transmission channel;  
means for controllably disabling at least one control on the one remote receiver so that the particular transmission channel cannot be switched by a user of the one remote receiver until at least one advertisement is delivered and[The invention set forth in claim 59 wherein the predetermined criterion is a passage of] a predetermined amount of time has passed [the transmitted data is delivered]; and  
means for reactivating any disabled control on the remote receiver in response to the passage of a predetermined amount of time the transmitted data is delivered.

87. (New). The invention set forth in claim 86 wherein the data originates from at least one of a plurality of different input sources selected from the group consisting of TV, cable, VCR, DVD, satellite broadcast, telephone, a database, and combinations hereof.

88. (New). The invention set forth in claim 86 further comprising: means for detecting a presence of a user in proximity to said transmitter.

89. (New). The invention set forth in claim 88 further comprising: means for tuning the one remote receiver to the particular channel based on a momentary connection between the receiver and the transmitter.

90. (New). The invention set forth in claim 88 wherein the means for detecting comprises: means for tuning the one remote receiver to the particular channel based on a control signal exchanged between the receiver and the transmitter.

91 (New). The invention set forth in claim 88 wherein the means for detecting further comprises: a sensor and wherein a mode of operation of the sensor is chosen from the group consisting of ultrasound, motion, IR, sound, light, applied manual pressure, heat, air pressure,\_and combinations thereof.